



# Training Toolkit for Market Managers and Staff

February 2021

SNAP Market Match is part of Washington State's Fruit and Vegetable Incentive Program. For more information, visit: [www.doh.wa.gov/FVIP](http://www.doh.wa.gov/FVIP). To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email [civil.rights@doh.wa.gov](mailto:civil.rights@doh.wa.gov). DOH 140-237 February 2020



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## **What is SNAP Market Match?**

At more than 100 participating markets, customers who use the Supplemental Nutrition Assistance Program (SNAP)/EBT benefits at the farmers market can receive extra money (SNAP Market Match currency) for fruits and vegetables!

The program is administered by the Washington State Department of Health, and replaces other SNAP/EBT matching programs that have been used in Washington. For a listing of participating markets, visit:

[www.doh.wa.gov/SNAPMarketMatch](http://www.doh.wa.gov/SNAPMarketMatch)

Participating markets will advertise their participation with the SNAP Market Match program to customers with posters, A-boards, and banners. The Market Manager is responsible for distributing booth signs to vendors.

## **How do customers receive and use SNAP Market Match currency?**

1. Customers swipe their EBT card at the information booth and receive EBT currency and SNAP Market Match currency.
2. Customers use SNAP Market Match currency to purchase eligible items.

## **What do Market Managers need to know about participating in SNAP Market Match and distributing SNAP Market Match currency?**

1. Only markets that have contracts in place with the Department of Health, are allowed to participate in SNAP Market Match and reimburse vendors for SNAP Market Match currency.
2. Starting in 2021, markets have two options for match cap – either \$40/day or unlimited. Caps are determined by the type of DOH contract signed at the beginning of the season. Caps are unable to change for the duration of the contract period. Any questions on your market cap should be directed to the SNAP Market Match program at [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov).
3. Market Manager or delegated staff record distribution of SNAP/EBT and SNAP Market Match transactions through a tablet and the Formstack app.

4. Market Manager or delegated staff establish procedures with vendors for retrieving SNAP Market Match currency at the end of each market day and reimbursing vendors accordingly.
5. Market manager or delegated staff invoice Department of Health by the 15<sup>th</sup> of the following month to receive reimbursement for SNAP Market Match funds (see invoicing instructions on page 8 for more details).
6. SNAP Market Match currency is not available to be ordered and will be distributed to markets from Department of Health at the beginning of the farmers market season. If currency is damaged or you need extra currency throughout the season, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

## SNAP Market Match Currency

Currency is printed on tear-proof and semi-water proof paper, and in **\$1 denomination only**. Currency size is designed to fit and run through currency counters. **Currency should not be altered or marked in any way** (i.e. adding market logo, etc.). **Continue to use SNAP Market Match currency even if you are using private funding.**



Front side of currency



Back side of currency

## What do vendors need to know about accepting SNAP Market Match currency?

1. Vendors will obtain the 'SNAP Market Match Sign Accepted Here' from Market Manager and post at their booth.
2. SNAP Market Match currency can only be used for:
  - Fresh vegetables
  - Fresh fruits
  - Mushrooms
  - Fresh herbs
  - Seeds and plants intended for cultivation and consumption (e.g., tomato seeds or tomato plants)

SNAP Market Match currency **cannot** be used for:

- Dried, canned, or frozen vegetables
- Dried, canned, or frozen fruits (including jams/jellies, and fruit juice or cider)
- Dried herbs
- Nuts, seeds, eggs, baked goods, seafood or meats, and milk or cheese

3. **Change is not given** for SNAP Market Match currency. Here are a few ways to navigate this:
  - a. Customers pay the difference in cash (ex: \$3.50 purchase, the customer uses three SNAP Market Match dollars and \$.50 in cash to pay for the items)
  - b. At vendor discretion, provide flexibility to negotiate the remaining balance (ex: customer gives you four SNAP Market Match dollars for a \$3.50 purchase, perhaps you offer some berries, a bulb of garlic or a pile of beet greens to accommodate the \$.50 difference)
4. Market Manager will communicate to vendor the current market procedures for submitting SNAP Market Match currency for reimbursement at the end of each market day.

## How do markets order SNAP Market Match printed materials?

Printed materials are available to markets and can be ordered [online](#). Please list a physical mailing address as we are unable to ship to PO Boxes at this time.

Available materials include:

- SNAP Market Match Accepted Here Vendor Booth Sign
- Rack Card - 18 language options
- Poster - 18 language options



Stickers to add to your 'EBT Accepted Here' A-boards and banners (provided by WSFMA) will be sent to each market and are not available to be ordered. However, if you are in need of extras please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

## Can markets add their own logo to materials?

Yes! Graphics and select editable documents are currently available through the SNAP Market Match [Google Drive](#). Markets are responsible for marking graphics with their logos and funding production of their logo-branded items.

Available graphics include:

1. Branding guide
  - Includes color swatches and fonts
2. Logo
  - Unable to be edited
  - Color and gray scale
3. Currency
  - Voided graphics available for training purposes only
4. Rack card
  - Editable to include your market logo
5. Posters
  - Editable to include your market logo and previous SNAP/EBT incentive program logo



## 2021 Invoicing and Reimbursement Schedule

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Two buckets of funding are available to markets:

- State Funding **July 1, 2020 - June 30, 2021**. State funds for incentives *cannot* rollover and will not be available beyond June 30, 2021. Department of Health (DOH) will reimburse your market with State funding FIRST. Once State funds are exhausted then DOH will reimburse your market with Federal Grant Funding.
- Federal GusNIP Grant Funding: January 1, 2021 – December 31, 2021

**Markets are responsible to tracking the total amount of funding they have available to them regardless of the funding source. Department of Health is responsible for tracking which bucket of funding your reimbursements are charged to.**

### Invoice schedule

Each market is responsible for sending monthly invoices to the Department of Health (DOH) for reimbursement. It is important that you submit invoices by the due date each month to receive payment. If you are having any problems submitting your invoice please email [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov) and cc your Technical Assistance Provider if one is assigned to your market.

**Email SNAP Market Match reimbursement invoice to Department of Health by the 15<sup>th</sup> of each month.**

- Use DOH provided invoice template
- Invoice should include SNAP Market Match reimbursements only for the previous month Example: May 15 Invoice = April 1 – 30 incentive reimbursements

### Reimbursement schedule

Unless otherwise arranged with the Department of Health, markets will be reimbursed within 30 days of DOH receiving the invoice and Device Magic redemption information. Failure to submit reporting requirements by the set deadlines will result in delayed reimbursement.

### To receive reimbursement your market must

- Submit SNAP Market Match reimbursement invoice **by the 15<sup>th</sup> of each month**.
  - Fill out the highlighted yellow items on the A19 Invoice Voucher, and sign electronically or print to sign in ink.
  - New 2021 administrative funding is automatically calculated on your invoice template.
  - Submit invoices via email to the email address below. Mailed invoices are not currently being accepted as we are not at the office to receive mail.
    - Attach digital file or scan the original A19 Invoice Voucher (PDF) or

doh.wa.gov/SNAPMarketMatch | [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)



take a picture (jpg) of the A19 Invoice Voucher. Email the PDF or jpg to Department of Health.

- All invoices must be clear and legible or they will be returned for correction.

**EMAIL INVOICE TO:**

[SNAP.MarketMatch.Invoices@doh.wa.gov](mailto:SNAP.MarketMatch.Invoices@doh.wa.gov)

**Copy your TA provider if one is assigned to your market**

- Submit the totals below in Formstack **by the 15<sup>th</sup> of each month:**
  1. **Total SNAP reimbursements:** the amount of SNAP/EBT dollars you paid vendors
  2. **Total SNAP Market Match reimbursements:** the amount of SNAP Market Match dollars you paid vendors (this should equal what is on your monthly invoice)
  3. **For SNAP Market Match only – billed to DOH:** Any SNAP Market Match reimbursements made that **you are invoicing** DOH for.
  4. **For SNAP Market Match only – other funding:** Any SNAP Market Match reimbursements made that **you did not invoice** DOH for (any outside fundraising you did to support the program).
  5. **Complete GusNIP Grant Reporting questions** at the bottom of the reimbursement form.
- Markets will receive reimbursement within 30 days of submitting the invoice and accurate Formstack redemption information.

## Technical Assistance (TA) Providers for SNAP Market Match

TA providers are the primary points of contact for farmers markets, and can answer questions about SNAP Market Match. Below is a list of the TA providers by county.



Organization	Contact Name	Contact Email	Contact Phone
Birdsign Consulting	Rita Ordóñez	Rita@birdsignconsulting.com	360-336-6401
City of Seattle	Tiffany Anderson	Tiffany.Anderson@seattle.gov	206-412-2427
Public Health – Seattle and King County	Seth Schromen-Wawrin	Seth.Schromen-Wawrin@kingcounty.gov	206-263-8080
MultiCare Health System	Hope Roberts	hsroberts@multicare.org	253-403-5097
WSU Extension Kitsap County	Jess Sappington	jess.sappington@wsu.edu	360-337-7157 Ext. 6271
WSU Extension Clark County	Zena Edwards	Zena.Edwards@clark.wa.gov	564-397-5700
Catholic Charities of Eastern Washington	Carolyn Knowles	carolyn.knowles@cceasternwa.org	509-459-6163

doh.wa.gov/SNAPMarketMatch | [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

## **SNAP Market Match Program Contact Information**

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Please contact your TA providers for questions. If further assistance is required, please use the contact information below.

General Inquires

[SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

Invoicing

[SNAP.MarketMatch.Invoices@doh.wa.gov](mailto:SNAP.MarketMatch.Invoices@doh.wa.gov)

Website

[www.doh.wa.gov/SNAPMarketMatch](http://www.doh.wa.gov/SNAPMarketMatch)